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I Claim:

- A method for enabling audio-based linking to the internet, comprising:
 steganographically encoding an audio signal with address information; and
 distributing the encoded audio signal to users, who can decode the address information therefrom and use
 same in establishing a link to the internet.
- 2. The method of claim 1 in which the address information is not recognizable as such to human listeners of said audio signal.
 - 3. The method of claim 1 in which the address information comprises a URL.
- 4. The method of claim 1 in which the address information comprises an index to a remote data structure, the remote data structure having a corresponding URL address stored therein.
- 5. The method of claim 1 in which the audio conveys said address information notwithstanding transformation into or out of digital form.
 - 6. A computer readable storage medium having stored thereon audio encoded according to claim 1.
- 7. A method for enabling graphic-based linking to the internet, comprising: receiving digital data corresponding to a graphic image; steganographically encoding the graphic image to hide plural bit address information therein; and distributing the encoded graphic image data to users, who can decode the address information therefrom and use same in establishing a link to the internet.
- 8. The method of claim 7 in which the graphic image conveys said plural-bit address information notwithstanding transformation into or out of digital form.
- 9. The method of claim 7 in which the address information is not recognizable as such to human viewers of a rendered version of the encoded graphic.
 - 10. The method of claim 7 in which the address information comprises a URL.
 - 11. The method of claim 7 in which the address information comprises an index to a remote data structure,

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the remote data structure having a corresponding URL address stored therein.

- 12. The method of claim 7 in which the encoded graphic conveys said address information notwithstanding transformation into or out of digital form.
 - 13. The method of claim 7 in which the graphic comprises a photographic image.
 - 14. A computer readable storage medium having stored thereon a graphic encoded according to claim 1.